

A REPORT FROM
THE UNIVERSITY
OF WISCONSIN
FOUNDATION

FALL 2007

W I S C O N S I N

insights



**Built of concrete,
filled with hope**
Doors open on a special
place for kids

Lives' journeys
Family gift a boon to
Chazen Museum of Art

On solid ground
Engineer left a legacy
in Wisconsin

A matter of character



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

John Wiley

Oscar Acosta was a major league baseball pitching coach. An injury ended his playing days, but he spent his professional career teaching young people everything he knew about baseball and about life. "The game doesn't build character, it reveals it," he observed.

The University of Wisconsin-Madison does not build character. The overwhelming majority of undergraduates, graduate students and fellows, administrators and staff, researchers and faculty who come here to study, teach and work are talented men and women of outstanding character. They arrive with impressive lists of accomplishments and accolades. What a UW-Madison education for a few years, or a career for a few decades, can do is provide an environment of stimulation, motivation and inspiration for character to emerge, to refine itself and to strengthen. Even in light of the many prestigious honors, high rankings and international recognition we consistently earn, it is our character-revealing track record that gives me the greatest satisfaction and that ultimately, defines and distinguishes this university.

It goes without saying that the people whose gifts provide scholarships, fellowships and professorships, build and maintain facilities and support research are our models when it comes to character. You constantly amaze and encourage us with your investments in the future of the youngest freshman and the most accomplished researcher, the oldest disciplines and the newest technologies, the most abstract of ideas and the most concrete of canoes. Yes, we have a championship concrete canoe team and you can learn more about them at www.engr.wisc.edu/studentorgs/canoe.

As we begin a new semester, it is an especially appropriate time to express my personal thanks for all that you have made possible in years past and for all that allows us to move forward today. Your generosity and trust are helping the true character of this great university emerge to benefit and enrich people around the world.

Undergraduate Nhan Vu leapt onto this Velcro wall as part of Bucky's State Fair on Library Mall in April 2007, much as graduates hurl themselves into the future on the strength of the character tested during their UW-Madison educations.



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"Philanthropy will mean the difference between the maintenance of a great university and the evolution of an extraordinary one."



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Overview

- 2 Chancellor's Message: A matter of character

Gift stories

- 5 Philanthropy in the family

- 6 New home opens for HealthEmotions Research Institute

- 8 Lives' journeys

- 12 A legacy of scholars

- 14 Gift encourages students to go global

- 16 Protecting a lifetime of work at Longenecker Horticultural Gardens

- 19 A place all their own

- 24 Built on solid ground

- 27 Couple's vision to help students

Bascom Hill Society

- 28 Life is not meant to be perfect. Life is meant to be lived.

Wisconsin Weekend Away 2008

- 30 Engage three top minds at Amelia Island Plantation

On the cover: In August, the new American Family Children's Hospital celebrated its grand opening and welcomed its first patients. This family-friendly state-of-the-art facility is located on the west side of the existing UW Hospital and Clinics. Four of six floors in the \$78 million hospital are now complete. For the first time, children in Madison and the Dane County area have a place that is truly their own.

Photo by Wolfgang Hoffmann

Philanthropy in the family

"I want women to have the specific help that will make it easier to pursue a nursing education, whether that's money for child care, books or tuition."

—Geri Diemer

Professor Emerita Geraldine Diemer ('79 BS NUR, '81 MS NUR, '88 PhD SOHE) and her husband, the Rev. Joel Diemer, have spent their careers working with issues most of us would rather not think about. Geri taught nursing and researched family violence at the University of Wisconsin-Madison School of Nursing while Joel served the Evangelical Lutheran Church in America and specialized in areas of congregational conflict resolution.

They raised four children, three of whom are UW graduates, but will divide their estate as if they had another child named "Philanthropy." Geri and Joel have split 20 percent of their estate among their interests, and Geri's portion will benefit students in the School of Nursing.

Geri was the first in her family to graduate from high school, and with 10 younger siblings watching, she was mindful of setting a good example. She earned a diploma in nursing in 1961 from Lutheran Hospital in Milwaukee and went on to earn three degrees from the UW-Madison. She taught childbirth education at Madison Area Technical College before becoming a member of the UW-Madison faculty.

"I had older undergraduate and graduate students and older RN students, so many with problems of housing, child care, divorce," said Geri. "I want women to have the specific help that will make it easier to pursue a nursing education, whether that's money for child care, books or tuition."

"Estate gifts from our faculty have been a significant source of philanthropic support throughout the School's history," said School of Nursing Dean Katharyn May. "Geri, like so many of our other emerita faculty, recognizes the power of nursing to improve lives and knows how important financial resources are for the School to fulfill its mission."

"The School of Nursing faculty and staff were good for me and good to me," said Geri. "I wouldn't change a thing about my education and career—I loved being at UW."



SUBMITTED PHOTO

Joel and Geri Diemer's creative estate plan will benefit nursing students.

New home opens for HealthEmotions Research Institute

Summer is a popular time to move into a new home, and thanks in part to a \$2 million gift from Don Hedberg, the HealthEmotions Research Institute opened its doors this August in Research Park on Madison's west side.

Hedberg, retired co-owner of Lab Safety Supply Co., made the gift that named the University of Wisconsin-Madison's Hedberg HealthEmotions Research Institute Building.

The work done there could fundamentally change the way society looks at mental illnesses and how professionals treat them. "This gift will catapult the institute forward as a leading beacon of light as we seek to eliminate the dark shadows of mental illness by illuminating the mysteries of the human brain functioning in health and in disease states," said Dr. Robert N. Golden, dean of the UW School of Medicine and Public Health and a psychiatrist.

Hedberg, who splits time between homes in Lake Geneva and Florida, is a long-time patron of the institute, the first of its kind in the nation. He has seen firsthand the benefit a positive attitude and emotions can have on longevity and the ability to fight serious illness.

The institute's director, Dr. Ned H. Kalin, is the Hedberg Professor of Psychiatry and Psychology and chair of the department of psychiatry.

"I fully support Dr. Kalin and his team," Hedberg said. "Their work has the capability of changing the world."

The new building is adjacent to the UW's psychiatry department. Key people involved with the institute include Kalin and his co-director, Dr. Richard Davidson, and Dr. Ruth Benca, Dr. Giulio Tononi, Dr. Marilyn Essex, Dr. Chiara Cirelli and others with academic appointments across campus.

"We will have state-of-the-art laboratories in a variety of areas, including molecular biology and brain imaging," Kalin said. A key asset will be a research magnetic resonating imaging (MRI) machine on site. "One of the most exciting developments will be the ability to image people's brains, allowing us to understand how different parts of the brain are reacting under different circumstances. This is a tool that will allow us to understand how the brain operates when challenged by stress, positive circumstances and in different emotional states.

"Most importantly, we want to understand how brain function relates to the body's physiology, with the ultimate goal of using this information to promote mental and physical resilience. We plan to use these technologies to understand brain function in normal individuals and in those suffering from major mental illnesses."

The HealthEmotions Research Institute was founded in 1995. "We thought that it would capitalize on research being done at the UW-Madison related to emotion,

"This gift will catapult the institute forward as a leading beacon of light as we seek to eliminate the dark shadows of mental illness by illuminating the mysteries of the human brain functioning in health and in disease states."

—Dean Robert N. Golden

but more importantly to focus on how emotion influences mental and physical health," Kalin said.

Dean Golden said, "The institute brings together outstanding

The HealthEmotions Research Institute owes its very existence in part to Hedberg's passion and vision.

"His efforts really got us thinking about moving from simply separate



TODD BROWN, MEDIA SOLUTIONS/UW SCHOOL OF MEDICINE AND PUBLIC HEALTH

researchers working side by side with clinicians and the patients they serve. At the same time, the next generation of mental health professionals will receive training in an environment that is developing the next generation of new treatments. In this way, the institute provides a home for the interacting synergies of research, education and clinical care."

scientists doing experiments in the lab to trying to develop a university-wide institute bringing people together from different units on campus, including the psychiatry, psychology, radiology, medical physics, biostatistics and other departments in a way that could focus efforts and make significant advances in this area," Kalin said.

Don Hedberg, center, shares a moment with HealthEmotions Research Institute co-chairs Dr. Richard Davidson, left, and Dr. Ned Kalin at the August grand opening of the new Hedberg HealthEmotions Research Institute Building.

Lives' journeys

When the Communist revolution in mainland China left the Chen family essentially homeless, they found a warm welcome and solace from the University of Wisconsin-Madison and its neighbors.

The good feelings that hospitality engendered have been nurtured through the years. Simon ('52 PhD ENG) and Rosemary Ho Chen supported many engineering students through scholarships. Now, they have made a gift of the family's extensive collection of Chinese art and related books to the Chazen Museum of Art.

"The Chen family was treated well at this place," said Simon, whose career in power and engine systems spanned high-level jobs with International Harvester in Chicago, Fairbanks Morse Engine in Beloit and Beloit Power Systems, and as the chief investigator of his own Power Energy International. "My parents appreciated the hospitality and good treatment from all these professors," people like Edward E. Obert, former chair of the mechanical engineering department, Phil Myers, Otto Uyehara and Shien-Ming "Sam" Wu.

"They all were not only good friends of mine, but good friends of the family as well," Simon said. "They helped us find jobs, to get citizenship, all these things a new family needed to survive here. They provided the social help to get us established."

The Chen family gift of more than 100 works includes Chinese paintings, woodblock prints, calligraphy, folding fans and rubbings, created between 1692 and 1996. About 40 works from the collection were featured this summer at the Chazen in the exhibit *The Hall of Self Reliance: Chinese Painting and Calligraphy from the Simon and Rosemary Chen Collection*.

Simon arrived in San Francisco in 1948. His first academic stop was the University of Michigan, where he earned his master's degree in 1949. Rosemary earned her bachelor's degree in chemistry from Barat College in Lake Forest, Illinois.



Gao Qifeng (1889-1933)
Tiger Sitting Under the Full Moon, undated, ink and color on silk

© CHAZEN MUSEUM OF ART



Simon and Rosemary Ho Chen stand before a photo of the late Professor Phil Myers and his wife, Jean Myers. The couples shared a long friendship, and Phil was among Simon's engineering teachers and colleagues.

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Zhao Zhiqian (1829-1884)
Calligraphic Inscription, "Self-Reliance," undated,
horizontal hanging scroll,
ink on paper



© CHAZEN MUSEUM OF ART

After receiving his master's degree, Simon tried to find a training position in America and return to China to work, but things didn't work out that way. "Basically, the Communist regime already took over most of the country," he said. Through friends, he got a job at Northwestern University as a teaching assistant for the engine laboratory under Professor Obert.

As the Korean War started and the Chinese government prepared to enter the conflict, Simon experienced a good deal of anti-Chinese sentiment at Northwestern, where the administration canceled his teaching assignment. Obert said to Simon: "'Well, you'll be better off anyway at Wisconsin if you'd like to go there. I will call Professor Myers and arrange an interview for an assistantship.' So that's how I ended up here."

"I became homeless, more or less," he said. "My sister was here in Madison, and then my brother came, and my other sister arrived a few months later. My parents finally sold their home and got enough money to buy some freight ship tickets and have some savings to come to this country as visitors. In 1950, they came to live with me in Madison. That's when we pretty much settled down in Madison; we were refugees from the Communist regime."

In the College of Engineering, Simon was especially influenced by Phil Myers and Otto Uyehara, working in the Engine Research Laboratory they established. "I learned the T-25 'team spirit' and from their insistence 'to achieve and compete on a worldwide scale.' "

(continued on page 10)

Lives' journeys

continued from page 9



Gao Yihong (1908-1982),
Peonies Blooming in Luoyang During the Third Lunar Month,
1972, ink and color on paper

After earning his PhD in 1952, Simon developed and tested engines for International Harvester in Chicago for 17 years. He took his expertise to Fairbanks Morse and later Beloit Power Systems.

Drawing on his research experience, Simon formed his own company, Power Energy International (PEI), doing product development, consulting and research from 1980 until retiring recently. "We developed quite a few products, and we exported to China and Yugoslavia. I was heavily involved in Taiwan's industrialization process and worked on the reliability and life cycle cost of many new Navy engines," he said.

Rosemary worked at the McArdle Cancer Research Lab while Simon was in school. After raising their children—all four of whom studied at the UW-Madison, two earning degrees and two others transferring before earning degrees elsewhere—she worked for PEI.

"We consider Madison our home and have benefited a lot from the education at the UW," she told a *Capital Times* reporter in Madison. "That's how we decided to donate to the Chazen. This way, the public will be able to enjoy the Chinese art and culture."

The Chen art collection is the loving result of discerning eyes and applied passion.

Simon Chen's parents, Hoshien Tchen and Linsie Chao, started the family trove. While studying at the University of Paris, Tchen immersed himself in the world of museums and artists. He completed his degree at the Sorbonne in 1921, then returned to China and worked for the Nationalists in the educational and cultural fields. While at the World Cultural Association, he acquired many artworks for international exhibitions.

When Simon's parents fled mainland China, they left most of the collection behind. Simon and Rosemary started to collect during his frequent consulting trips to Taiwan. Hoshien Tchen eventually would become a valuable advisor to the Field Museum of Natural History in Chicago, for whom he completed the research on and cataloguing of its Chinese collections. In 1976, Simon's father helped uncover the world's most extensive collection of Chinese rubbings, which had been stored in the museum's basement.

Rosemary's father was an avid collector and contributed many Szechuan pieces to the collection. When the People's Republic of China slowly re-opened to the outside world after the death of Mao Zedong, Simon and Rosemary made occasional trips back to mainland China. They added to the collection with work by old Masters and contemporary artists. This built upon the

prized watercolors and calligraphy by top Taiwanese artists that Simon collected.

Now, as the Chens are moving from their north side Madison home to a Middleton retirement community, they have begun fulfilling a longstanding family commitment.

"We started to follow my family's desires and my parents' will that they wanted to contribute what's left of the art collections to the Chazen," Simon said. This summer's exhibit was the first glimpse of what will be part of the permanent collection.

"The Chazen had hardly any Chinese painting and no calligraphy before this gift," said Julia Murray, the UW-Madison professor of art history, East Asian studies and religious studies who curated this summer's exhibit. "This collection elevates the museum's holdings and will be a marvelous resource for study and public appreciation."

"Simon also collected a lot of work depicting tigers, as he was born in the year of the tiger," she said.

The 200 to 300 books donated to the Kohler Art Library housed at the Chazen also are of great value. "Some of them are not books you could possibly find nowadays," Murray said. "Many had very short print runs, and some were published only in Taiwan."

The Chens will add another 70 to 80 art works to the Chazen collection, currently close to 90 pieces and valued at about \$1.3 million. The new pieces will add approximately \$400,000 in appraised value.

"Giving back is a natural thing to do," Simon and Rosemary said. "We are not rich people, but we have some savings, enough for retirement. We feel it's the right thing to do, besides donating the art to the Chazen, to feed some money back to the newly refurbished mechanical engineering building to add a T-25 room to memorialize Phil and Otto."

"We had sent quite a few graduate students to the UW and arranged some 30 to 40 scholarships for Taiwanese students," Simon said. "In addition, we have helped at least 50 Chinese students with internships in our PEI laboratories."

"We are so glad that Madison has been our home, and we are touched at the magnificent response to our donation of art. That is the least we can do."



Yu Yunjie (1917-1992),
Chickens and Bamboo, 1980,
ink and color on paper

© CHAZEN MUSEUM OF ART

A legacy of scholars

When talking to William H. "Bill" Stone ('53 PhD CALS), one quickly gets a sense of the affection he holds for graduate students and the work they do.

Of course, some of this might be the residual effect of this esteemed genetics researcher and professor having been one of their number. But there's a bigger reason Bill has kept in touch with many of the graduate students who have studied and done research with him through the years.

"Outside of the papers you publish—and I've published more than 300 papers in my career—your students are your legacy," said Bill, for decades a genetics professor at the University of Wisconsin-Madison and now a member of the thrombosis and hemostasis unit in the department of hematology at Hospital Sant Pau in Barcelona, Spain. "They are like your extended family. I have students all over the world and I love them. I have been blessed. They enrich my life."

That's a big reason he has established the Professor William H. Stone Graduate Student Scholarship in Genetics in the College of Agricultural and Life Sciences.

"I was a graduate student in the department, and I want to help graduate students in the future," he said. "My sister (Elaine J. Newman) called me up one day and said, 'We should do something at Wisconsin. You've loved that university. You've spent the better part of your life there. Let's see if we can set something up.' So that's what we did."

Bill's Wisconsin journey started in the late '40s, when he was an undergraduate at Brown University. "I took a genetics course and fell in love with it," he said. "I was successful and was selected to do a summer's research at the Jackson Memorial Laboratory in Bar Harbor, Maine."

While there, he heard about a professor at Wisconsin named M.R. Irwin, who was the founder of a new field called immunogenetics, the study of immunology and genetics.

"I was doing some immunity studies in rabbits, and I wanted desperately to work with Dr. Irwin. So I wrote to him, and I said, 'I'm a senior at Brown University, and I



JAMES GILL

William "Bill" Stone, citing graduate students as a huge part of a professor's legacy, has established the Professor William H. Stone Graduate Student Scholarship in Genetics in the College of Agricultural and Life Sciences, where he taught for many years.

"I was a graduate student in the department, and I want to help graduate students in the future," he said. "My sister (Elaine J. Newman) called me up one day and said, 'We should do something at Wisconsin. You've loved that university. You've spent the better part of your life there. Let's see if we can set something up.' So that's what we did."

would like to come work in your laboratory."

After graduating, Bill spent a year more at Bar Harbor before being accepted into graduate school at UW-Madison.

"I spent five years as a graduate student. Because Dr. Irwin was chair of the genetics department, he asked me if I would run his laboratory. As he was chair, he didn't have much time," he said.

"In retrospect, it was a wonderful opportunity to get right in on the act very early," Bill said. "I finally finished my PhD in 1953, and Professor Irwin and other members of the department asked me to stay on, which also was very complimentary, because 'inbreeding' is not usually fostered at most universities."

Immunogenetics was then a very young field. "We were leading the world," Bill said. "We had people come from all over the world to learn our techniques, mostly blood grouping and other sorts of immunological techniques. I went from instructor to assistant professor to associate professor to full professor. I taught a genetics course, taught an immunogenetics lab and course. I stayed here for 32 wonderful years, never without funding. Not a single year did I go without a National Science Foundation grant or a National Institutes of Health grant or a USDA grant."

"In the course of those years, I had better than 20 PhD students from all over the world. I'm still in contact with several of them," he said.

During the Vietnam War, Bill and campus administration had a falling out. "I refused to teach on campus while the military was here," he said. "I taught in my house. I became essentially persona non grata. The dean called me in one day and invited me to leave on sabbatical. There was a lot of political polarization, and I was on the wrong side."

Bill headed overseas. He chose Spain because that country had very little genetics research. "I thought, 'I want to go somewhere I will make a difference,'" he said. He took two cats, a dog and one of his two daughters from a former marriage and spent a year as a visiting professor at the University of Barcelona. "It was there that

I met my wife, whom I've been married to for 36 years." They had a son, who graduated from Harvard University. "Unfortunately, I wanted him to come to Wisconsin, but he couldn't turn down Harvard."

Bill eventually returned to teach at the University, but his wife, Carmen, didn't like the winters. After about 12 years back in Madison, he was offered a distinguished professor's position at Trinity University in San Antonio, Texas.

"They offered me the world, so to speak. I had to make three trips before deciding to leave," he said. In 1982, he had converted the lab to molecular genetics.

"I had a good 20 years there, I had grants, I published. A student did a publication search on me. He said, 'You have more publications than all the members in the whole university.'"

Then, after 30 years of marriage, Carmen developed vasculitis, had two strokes and lost vision and orientation.

"I retired from Trinity and went back to Spain with my wife," he said. "Socialized medicine works well in Spain, and she's much improved."

He started a research program at Hospital Sant Pau in 1994—the genetics of thrombosis—in collaboration with colleagues at the Southwest Foundation in San Antonio. The program has become world famous, "and we do a lot of publishing. It's exciting," Bill said. "We just got a second-round NIH grant for \$2 million to continue our studies, two-thirds of it stays in San Antonio, a third comes to Spain."

"That's unheard of. I had to get used to people bowing when I walked by. It was the first NIH grant at the hospital in history," he said.

"So at 83 years old, I'm hopping in there. We all have three ages: a chronological age, a physiologic age and a psychological age," he said. "I'm 83 chronologically, I'm 55 physiologically and I'm 39 psychologically."

And while he doesn't envision needing it for a while, Bill already has a good idea what he'd like for an epitaph: "In memory of Bill Stone, who was so much better because of the people around him."

Gift encourages students to go global



SUBMITTED PHOTO

Jack Lavin

"I benefited from an internship abroad and I feel this will make a difference for the students."

A study abroad experience appeals to many students, and a new program makes the opportunity available to any University of Wisconsin-Madison undergraduate. The International Academic Internships Initiative (IAII) is a unique, three-credit program that is a collaborative effort between the Division of International Studies, the School of Business, the College of Engineering, the Institute for Cross-College Biology Education, Center for East Asian Studies, Center for European Studies and Global Studies.

Jack Lavin ('76 BBA) knows that international internships can be important academic and professional opportunities. As a UW student, he was a member of the International Association of Students in Economic and Commercial Sciences and he spent a summer working at a Swedish bank. Today, Jack is president and CEO of Arrow Financial Services LLC, in Niles, Illinois.

"I benefited from an internship abroad and I feel this will make a difference for the students," said Jack, who has made a gift to support, expand and strengthen the IAI. "I met some of the students and found they are genuinely interested in understanding how to connect academia with real world challenges and using their international experiences

to apply to their academics once they returned to the UW."

During the summer of 2006, the first term of the internships, seven interns were placed in Japan and the Netherlands through Central Japan Railways, Toshiba and Promega. The work of the interns varied widely, as did the majors of the students. The interns represented the College of Letters and Science, School of Business and the School of Human Ecology.

"Jack's generous gift to the IAI provided support to all seven interns in the program last year," said Mark Lilleleht, associate director of the IAI. "And it went a long way to making that first summer such a success."

"The IAI really changed my outlook on what I wanted to do with my life," said intern John Siebert. "After getting a taste of what marketing is like in a real world application, I have totally switched careers and am now hoping to get a job in the marketing industry. If it were not for Jack Lavin's generous gift, I would have undoubtedly missed out on one of the best experiences I have had in my life."



SUBMITTED PHOTO

The summer of 2007 was the second internship cycle for the International Academic Internships Initiative (IAII), and interest among students and employers is growing significantly. Central Japan Railways and Toshiba will continue their support of the program, and 10 other organizations have joined them, including Abbott Laboratories in Mexico and Tanzania, Friends of Chernobyl Centers United States in Russia/Ukraine, Inmarsat in London, Pasteur Institute (worldwide), the Wisconsin Department of Commerce International Division in Madison, Great Precision Moulds and Products of Qing Dao, China, MVM Meccanica Valle Metauro Srl in Italy, National English Literary Museum in South Africa, and Plexus of Neenah, Wisconsin, and Penang, Malaysia.

Internships last from eight to 12 weeks and provide countless opportunities for students to use their academic and cultural skills in the global marketplace.

IAII intern Sofian Hidayat, right, is a civil engineering graduate student. He is pictured with his supervisor, Mugi Gustari of the Bakrie Group in Kuningan, Indonesia. The conveyor behind them transports coal from ship to shore.

Protecting a lifetime of work at Longenecker Horticultural Gardens

It is hard to believe that Emeritus Professor Edward Hasselkus is retired. Ed officially left the University of Wisconsin-Madison in 1994, but he spends part of every day of the growing season at the Arboretum's Longenecker Horticultural Gardens.

Ed has been curator of the woody plant collections at the Arboretum since 1966. In retirement, he also has devoted Friday afternoons to working with volunteers, primarily master gardeners, to help maintain the plant collections. Today, the collections are made up of more than 2,500 kinds of trees and shrubs, including one of the finest collections of lilacs in the U.S. and the most-up-to-date collection of ornamental crabapples in the world.



WOLFGANG HOFFMANN

"I am deeply concerned about the future of the Longenecker Gardens," said Ed. "The garden is the premier collection of woody plants in Wisconsin. I have conducted plant evaluations in the Longenecker for over 45 years; the gardens also are an important teaching resource and open to the public 365 days a year."

"It is highly unlikely that the University will have the funding to hire a curator when I am no longer able to continue."

Because of his concerns, Ed and his wife, Betty, established the Arboretum Endowment for Longenecker Gardens. "In my opinion, the curator position is the most vital component for continued development and support for the Gardens, but an existing

(continued on page 18)



"I am deeply concerned about the future of the Longenecker Gardens," said Ed. "The garden is the premier collection of woody plants in Wisconsin. I have conducted plant evaluations in the Longenecker for over 45 years; the gardens also are an important teaching resource and open to the public 365 days a year."

Ed and Betty Hasselkus settle down in their backyard garden.

At left is the lilac collection that serves as one of the main attractions for the Longenecker Horticultural Gardens at the UW Arboretum.

"There are 3,000 former students of mine out there who, I hope, feel as strongly about the preservation of this beautiful garden as I do" said Ed, who was a professor of horticulture at the UW for 33 years.

A lifetime of work

continued from page 17

master plan also is on hold because of funding concerns. We hope that our gifts will be beneficial to both priorities. We would like to encourage others who are willing and able to support this fund to help assure the future of this very special place."

The master plan, which strives to improve access, aesthetics and interpretation of the rich horticultural collection in the Longenecker Horticultural Gardens, is ready for implementation. Recognition for gifts to architectural elements, trail markings, signage and plantings are available at a variety of levels.

"There are 3,000 former students of mine out there who, I hope, feel as strongly about the preservation of this beautiful garden as I do," said Ed, who was a professor of horticulture at the UW for 33 years.

In this family, it is not just Ed who values education. Like Ed, Betty received her bachelor's, master's and PhD degrees from UW-Madison. As a faculty member, she taught occupational therapy and conducted research on caregiving for elderly with dementia, while also serving as editor-in-chief of *The American Journal of Occupational Therapy*. Now a professor emerita in the department of kinesiology, she received the Eleanor Clarke Slagle Lectureship Award, the highest scholarly honor of the profession, from the American Occupational Therapy Association in May 2005.

The couple's daughter, Jane ('85 BS L&S, '89 MBA), is director of U.S. and Canada Business Management for Carestream Health, Inc., and their son, John ('89 BS ENG & COMP SCI), founded Visual Networks, a successful firm that designs, manufactures and sells wide-area-network service level management systems. Ed and Betty also enjoy spending time with their two granddaughters.

During his years as curator, Ed has received many national and international awards, including the UW-Madison Distinguished Teaching Award, the International Lilac Society President's Award, the Chicago Horticultural Society Linnaeus Award, the Award of Merit/Distinguished Career Award from the American Association of Botanical Gardens & Arboreta and the 2005 Liberty Hyde Bailey Award from the American Horticultural Society. Most recently, his "Gardening Life" was featured in *Horticulture* magazine.

When Ed is not pruning, weeding or giving educational mini-tours at Longenecker Gardens, he is active in the Wisconsin Hardy Plant Society, at Olbrich Botanical Gardens in Madison and the Bickelhaupt Arboretum in Clinton, Iowa. He served for nine years as a board member of the Paine Art Center and Gardens in Oshkosh, Wisconsin.

When growing season is over and winter sets in, Ed spends his days working on his family genealogy, a hobby that he has pursued for more than 50 years.



JEFF MILLER / UW-MADISON UNIVERSITY COMMUNICATIONS

Edward Hasselkus takes notes amid the crab trees late in his "official" career as curator of the Longenecker Horticultural Gardens at the UW Arboretum.



A place all their own

Kids get sick. Kids get hurt. When they do, they need three things: expert care, their families and stuff to do because being sick or hurt is scary, lonely and boring.

When children and their families arrive at the new American Family Children's Hospital (AFCH), which opened in August, they get all three and then some. Along with a Wisconsin-themed Town Square complete with theater, store, rooms for pets to visit, children can go to school and make friends. Parents and guardians have space to spend the night, shower, fix a snack and do laundry.

(continued on page 20)

[Special thanks to Dr. John Toussaint ('49 BS, '51 MD) for research on the history of Children's Hospital.]

A place all their own

continued from page 19

Brothers and sisters of patients hang out in Tyler's Place, a special area where they, too, get much-needed attention.

Most important, each child receives top quality, advanced treatment from skilled doctors, nurses, technicians and assistants who listen and care. AFCH integrates clinical care, academic programs and research not found in this part of the state or in many places in this country.

"It leaves me speechless," said Mary Kaminski ('91 MS HEC), director of Patient and Family Services. "Now we can give families so much more than we have been able to do."

"Our general pediatric wards were simply out of date. Probably the most exciting improvement is the larger rooms," AFCH medical director Dr. Christopher Green explained. "Parents today stay with their children. Advanced technology means more equipment. With a cot, patient bed, nursing care supplies and machines, typical 130-square-foot rooms were hard to move around in."

From its sea of windows to the detailed interior scenes of Wisconsin prairies, farms, woodlands and lakeshore that distinguish each floor, AFCH was designed for, about and even by the people who will use it.

"We organized three advisory boards of six to eight members each—Patient/Family, Kids as Partners and Teens," said Kaminski. "They met every other month and we asked for feedback from each. They educated us about things like the need for multiple washers and dryers, ethnic and religious dietary restrictions, even the annoyance of clocks that tick."



TODD BROWN, MEDIA SOLUTIONS/UW SCHOOL OF MEDICINE AND PUBLIC HEALTH

This marquee is one of the many warm greetings visitors receive as they enter the American Family Children's Hospital.

While there has been a "children's hospital" associated with the University of Wisconsin-Madison for nearly a century, there has never been a hospital quite like AFCH. At long last, the kids truly have a place of their own.

While there has been a "children's hospital" associated with the University of Wisconsin-Madison for nearly a century, there has never been a hospital quite like AFCH. At long last, the kids truly have a place of their own.

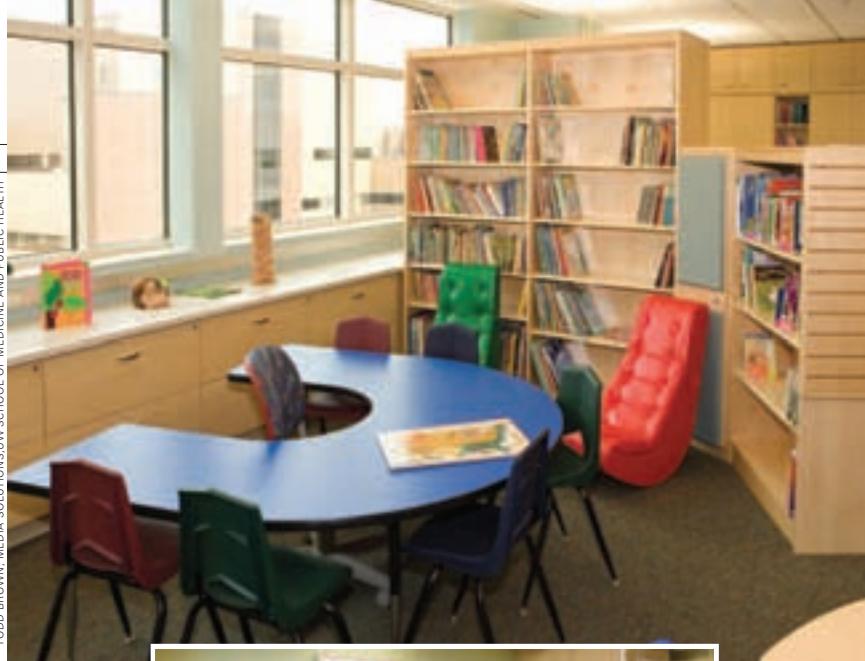
Good intentions; not so good circumstances

Bradley Memorial Hospital for the Study of Children's Diseases, completed in 1920 at the corner of Linden and Orchard streets, was planned as a facility for children and medical research. However, its first occupants were influenza victims from World War I. Over the years it housed tuberculosis and neuropsychiatric patients, served as a home for nurses, student health and the Office of

Rural Health. It was not used as a hospital exclusively for children until 1952, and then only for five years.

Children's Orthopedic Hospital, a fortress-like structure just west of Bradley Memorial Hospital, opened in 1931. Where children with non-orthopedic conditions were treated is not clear. Some, no doubt, were put in adult units. In 1952, a one-floor wing of the main Wisconsin General Hospital at 1300 University Ave., was designated for pediatrics. Five years later, all pediatric patients were admitted to Children's Orthopedic Hospital, which quickly became simply Children's Hospital.

Though ostensibly for children, the atmosphere was seriously grown-up. Sick children were isolated and confined. Their fears were not recognized, their educations postponed and their comforting toys put away. They were separated from their families and treated with what



TODD BROWN, MEDIA SOLUTIONS/UW SCHOOL OF MEDICINE AND PUBLIC HEALTH

Gifts in action

This school will allow residents of the American Family Children's Hospital a well-equipped place to keep up with their studies.

Rooms are much easier on patients and their families at the new American Family Children's Hospital.



nursing Professor Florence G. Blake called "ritualistic attention to detail." Professor Blake revolutionized pediatric nursing practices. When she came to the UW-Madison in 1963, Blake found an environment where her ideas were accepted and respected. Her pioneering work changed the care of the sick and injured children around the world.

With the move west to the new University Hospital and Clinics on Highland Avenue in 1979, Children's Hospital flourished as a child-oriented unit within the larger hospital. However, the need for patient treatment, teaching and family space in an even more sophisticated, more kid-friendly environment was obvious.

The community responds

Private gifts established the first children's hospital. Bradley Memorial was built with \$75,000 from Dr. and Mrs. Harold Bradley and Mr. and Mrs. Charles Crane, Mrs. Bradley's parents, in memory of their daughter and granddaughter, Mary Cornelius Bradley. The Board of Regents added \$18,000.

Today, private gifts have provided \$41 million of the \$78 million needed to complete Phase 1, or four of the six

floors, in the new building. (The balance of Phase 1 funding will come from bonding.) American Family Insurance led the effort with an initial \$10 million gift. Since then the company, its employees and agents have added another \$5 million.

Well-known Madisonians John ('72 MS BUS) and Coleen Flad stepped in with a major family gift. Gifts from the Bakke-Schwartz family's Sub-Zero Foundation and the Harvey Pierce family made it possible to move the project forward. They are members of a extraordinary group recognized on a wall near the front entrance as the American Family Children's Hospital

Founding Families (see bottom of page 22), whose energy and influence transformed a dream into an architecturally beautiful, medically world-class facility.

Former Madisonians like Bob and Marlene Wilson thought about their grandson, Trevor, who was successfully treated for cancer in Alabama as a toddler. They decided every child who needs medical treatment also deserves an environment where kids could still be kids. "We were fortunate to be able to afford to help move things along," said Bob. "It was the right thing to do." The Wilsons' gift named two rooms and the now-teenage

(continued on page 22)

A place all their own

continued from page 21

Trevor had the privilege of choosing the rooms. Not surprisingly, after studying the blueprints, he selected two rooms in the cancer center.

Dr. Green believes the most successful children's hospitals have the community working with them. AFCH has had a committed community behind it all the way, including some very young supporters who were as enthusiastic and important to the effort as anyone.

The students at Windsor Elementary School in Windsor, Wisconsin, got important lessons in philanthropy and math when they decided to raise money to bring their beloved "Rosie," one of the painted cows from Madison's 2006 Cow Parade, to their school. The Cow Parade featured life-size cows painted by local artists. The cows were sold and the proceeds donated to AFCH. The Windsor students organized penny wars, hat days and spaghetti dinners to rescue Rosie. Not only did Rosie come home, AFCH received an "amoozing" \$13,000. And the math lesson? The students had to count all that money.

Greeting everyone above the front door to the hospital is a steam locomotive, engine number 1950 on the

"Welcome Train." This number is no accident; it honors the UW-Madison Class of 1950 and its gifts to help put the hospital on the right track. More than 60 percent of the class members were GIs, veterans of World War II, whose educations were paid for by the GI Bill. They are grateful, loyal alumni. "Many of us are grandparents now," said Tony Brewster ('50 BA L&S). "These days we have a grandparents' concern about children's health, and the class wanted to help put our university on the cutting edge, to maintain our position as a world leader and advance learning." Class members Robert J. "Red" Wilson ('51 BBA BUS), Ted Iltis ('50 BS EGR), Dale "Buzz" Nordeen ('50 BBA BUS), June Sweitzer ('50 BS HEC) and Mary Moen ('50 BSE EDU) engineered the effort.

No one wants to think about a sick or injured child, but it happens. American Family Children's Hospital is here, given by a caring community to its children and their families where skills and smiles go hand-in-hand, where many joyful moments and tears are shared. It is built of stone and hope, glass and compassion, concrete and love.

American Family Children's Hospital Founding Families



WOLFGANG HOFFMANN

American Family Insurance
Oscar Rennebohm Foundation
Sub-Zero Foundation
Helen Bakke, Frederick and Deborah Schwartz
Friends of University Hospital and Clinics
University of Wisconsin School of Medicine
and Public Health
University of Wisconsin Medical Foundation
Department of Surgery, UW School of Medicine
and Public Health
John and Coleen Flad Family
Pierce Family Foundation
Harvey, Delores, Jeff, Steve, Julie and Susan
Cindy Crawford and Rande Gerber
Irwin F. and Linda S. Smith
Department of Pediatrics, UW School of Medicine
and Public Health
Kohls Department Stores

Emotional goodbye visit with pet inspires major gift to American Family Children's Hospital

In April 2004, Laurie Meade of Watertown, Wisconsin, was fighting for her life. Courageously, she was battling a complication of her double lung transplant two years earlier as a result of cystic fibrosis. She could not speak, and a tracheotomy tube helped her breathe. As was typical for Laurie, she stoically tried to mask that her spirits were low, but her family knew better.

Knowing that Laurie needed something to lift her mood, people close to her wanted to help. Her brother, Bob, finally hit on the perfect idea—a visit from her dog, Beck.

"I had heard that Laurie loved animals," recalled Theresa McDonald, RN, a UW Hospital and Clinics trauma nurse who cared for Laurie. "I am an animal lover too, so when I started talking about animals one day, she just lit up. I kind of knew right away what had to be done."

With several family members and hospital staff helping out, arrangements were quickly made for Beck to come to the hospital and spend a few precious minutes with Laurie.

"It was a challenge to move Laurie outside because of her physical constraints and the limitations of her breathing equipment," said Theresa. "With several staff members assisting, we moved



SUBMITTED PHOTO

Laurie Meade is seen here buttoning the shirt on her prized dog, Beck. A visit from Beck helped Laurie fight to the end in her battle against complications of cystic fibrosis.

Laurie outside when suddenly, up the stairs comes Bob with Laurie's dog in tow.

"The color in Laurie's face was incredible," Theresa said. "Laurie's expression lit up the whole corner of the hospital. There was not a dry eye to be seen, even from the doctors."

Laurie's mother, Kitty Ricciardelli of Waukesha, Wisconsin, said the visit between Laurie and Beck lasted no more than 10 minutes, but it meant the world to her daughter.

"Nobody on earth loved her pets more than Laurie did," said Theresa. "That short visit Laurie had with Beck gave her the will to fight to the end. Nothing else could have inspired her this way, and no one who was there will ever forget it."

Inspired by the emotional impact of Laurie's goodbye visit with Beck—who is alive today at age 9—Laurie's family was determined to

find a way to make sure other patients could spend time with their pets as she did.

Shortly after Laurie's death on May 5, 2004, her parents, Kitty and Bob, sister Andrea, brother Bob and their families—along with Laurie's surviving spouse, Dr. Jeffrey Meade of Watertown—created a special fund to memorialize her.

Proceeds from this fund, which are raised through an annual benefit known as the Fur Ball and memorials to Laurie, have been donated to the new American Family Children's Hospital.

"Laurie's parents and I wanted to carry on her memory in a way that will benefit terminally ill children at the American Family Children's Hospital," said Dr. Meade. "As a result, our gift will fund a space known as the Laurie Meade Pet Visitation Room."

The specially equipped room provides families a designated area in which to bring their children's pets into the hospital, allowing for visits similar to the one Laurie had with Beck.

"We cannot think of a more meaningful way to give something to other families who are experiencing what our family did with Laurie," said Dr. Meade. "We only hope that having this special place will allow families the same kind of inspirational memory we had when Beck came to visit Laurie."

Built on solid ground

As a civil engineer, L.G. Arnold left quite a legacy in concrete and steel. Now, his grandson has set up a scholarship fund to cement that memory in the annals of the University of Wisconsin-Madison.

"This scholarship is in memory of my grandfather, the company he founded and the people who worked for that company," said Dean Arnold ('71 BS ENG), a vice president with the W.E. O'Neil Family of Construction Companies of Chicago. He has established the L.G. Arnold Scholarship, to be awarded to a student in the civil engineering program.

"When I was an undergraduate, I was fortunate enough to receive the Bates and Rogers Foundation Scholarship, and it was very meaningful to me," Dean said. "This L.G. Arnold Scholarship is something that can help students and salute my grandfather and the many dedicated and loyal employees who worked with him."

L.G. Arnold hits the books in 1908.

"When I was an undergraduate, I was fortunate enough to receive the Bates and Rogers Foundation Scholarship, and it was very meaningful to me," Dean said. "This L.G. Arnold Scholarship is something that can help students and salute my grandfather and the many dedicated and loyal employees who worked with him."

Dean's grandfather, Louis George (L.G.), was the son of German immigrants. His father, Ludwig Leonhard, and his three brothers came to the United States from the Odenwald in Germany in the mid-1860s. They arrived in

Chicago and then moved north to Eau Claire, Wisconsin, and its white pine forests. Ludwig's three brothers were masons, and Ludwig was the carpenter who did the "centering" for the masonry.

With that background, L.G. wanted to be a civil engineer. He studied at the UW-Madison and earned his civil engineering degree in 1909. He initially had a job with the Santa Fe Railroad in Chicago, but he soon returned to the Chippewa Valley.

There were large dam construction projects on the Chippewa River, and they must have provided exciting prospects for a young

civil engineer. He was an engineer on dam and hydroelectric projects, first at Cornell, Wisconsin, starting in 1911 and a few years later at Lake Wissota. When he worked in Cornell, he courted Miriam Eastman, a 1908 UW graduate from Plymouth, Wisconsin. She was a math and Latin teacher at Eau Claire High School. They married in 1914.

During these early years of his career he also was the city engineer of Chippewa Falls. "Professionally the first bridge project with which my grandfather was involved would be the little 'Rumbley' bridge in Irvine Park in Chippewa Falls," Dean said. "The structure still stands and got the name 'Rumbley' from the sound that car tires made when driving

across the wood plank deck." Later, in a project related to the Wissota Dam, L.G. was involved with the relocation and construction of the now historic Cobban bridge over the Chippewa River.

He entered into partnerships and later in the 1920s, he incorporated and formed L.G. Arnold Inc. Through the years, the company completed projects across the Midwest, including numerous bridges over the Chippewa, Red Cedar, Wisconsin, Fox, Menominee, Black, St. Croix and Mississippi rivers. L.G. Arnold Inc. also undertook the original I 90-94 Badger Interchange at Madison, as well as highway grading and paving projects that included

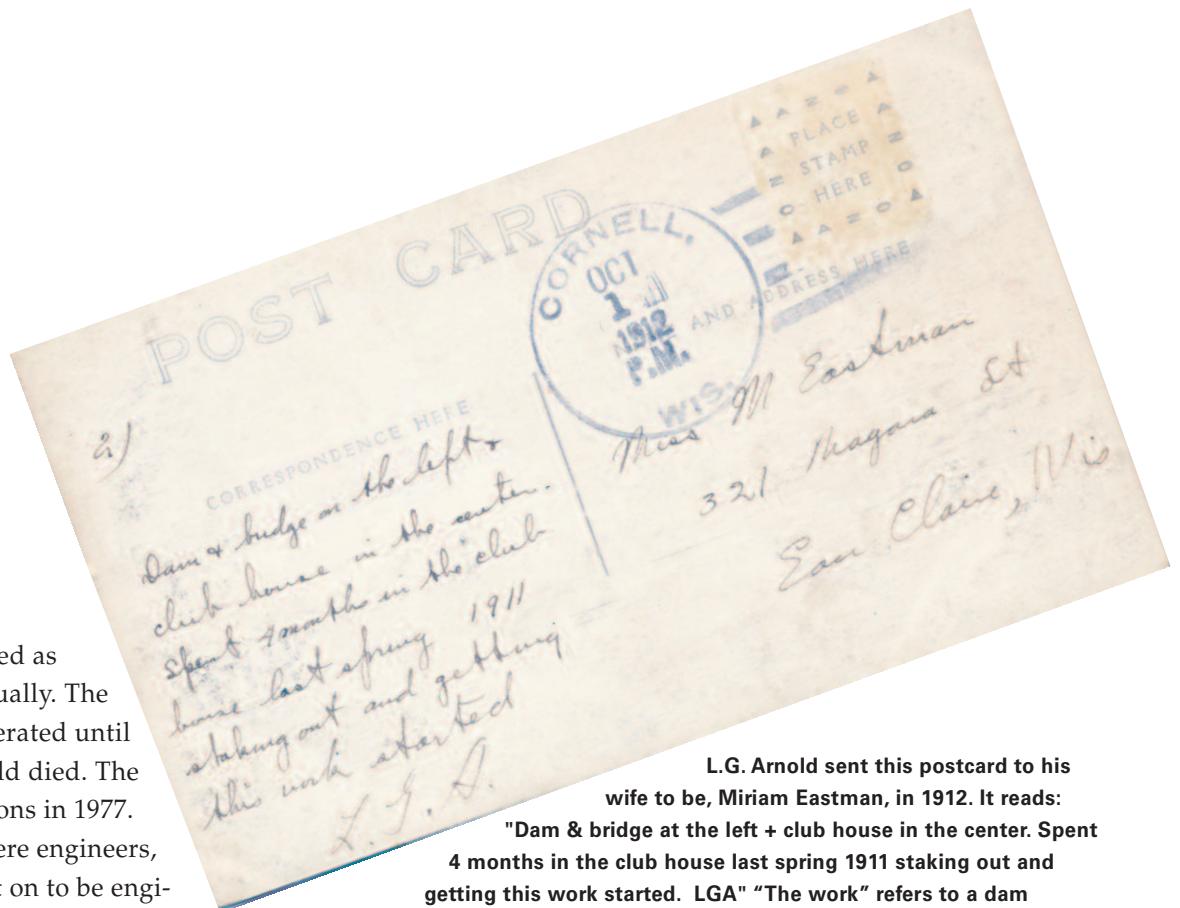
many sections of I 90-94 and a portion of the Illinois Toll Road.

For a time there was a grading division in Kentucky. The firm also built high schools in Chippewa Falls and Rhinelander, as well as many buildings in Eau Claire and at UW-Eau Claire, including Zorn Arena. The company's employment

(continued on page 26)



L.G. Arnold, right, is seen here in August 1947 at the east abutment of the Water Street Bridge, built by his firm in Eau Claire, Wisconsin. The colleague on the left is believed to be Floyd Burill, resident engineer for the Wisconsin Highway Commission.



L.G. Arnold sent this postcard to his

wife to be, Miriam Eastman, in 1912. It reads:

"Dam & bridge at the left + club house in the center. Spent 4 months in the club house last spring 1911 staking out and getting this work started. LGA" "The work" refers to a dam and hydroelectric project in Cornell, Wisconsin.

Built on solid ground

continued from page 25

in all departments reached as many as 400 people annually. The building department operated until 1965, the year L.G. Arnold died. The company ceased operations in 1977.

Two of L.G.'s sons were engineers, and five grandsons went on to be engineers. "My grandfather was very proud to be a civil engineer and he talked to me often about that," Dean said. "There was no other choice for me than to attend UW-Madison and be a civil engineer. As a sophomore, a memorable event was when Professor Red Wagner of the civil engineering department invited me to his office and showed me my grandfather's grades, the original official records, which were on file in his office."

In addition to his engineering studies, Dean was on the gymnastics team and was a cheerleader. "I was a trampolinist," he said. "I wasn't all that great, but I was on the team. I guess you could say I competed against the best." He recalled being a freshman and working out on the trampoline night after night on the top floor of the Armory.

"This was where George Bauer's UW gymnastic team practiced," he said. "To reach this gym we walked up and up a long, narrow, winding stairway in the north rear turret. I would walk back to Tripp Hall after a long and hard practice along the Lake Shore Path on many a

cold and dark night." When trampoline was discontinued as a discipline at the end of his junior year, Dean went on to become a cheerleader.

"Those were the protest years, and the teams didn't do very well," he said, "but we supported the teams and had a good time. It was a wonderful experience."

Dean points out that in addition to providing a means to recognize and remember the employees of L.G. Arnold Inc., the scholarship will function as a reward and incentive for students to be civil engineers. "In my line of business, there is a need for intelligent and motivated civil engineers," Dean said. Today, the W.E. O'Neil Construction Companies employ more than 150 engineers as executives, project managers, superintendents or project engineers. "To achieve and sustain our success," he said, "we need civil engineers with their problem determination and problem solving skills."

Couple's vision to help students

Shared values and personal traits such as hard work, common sense, intellectual integrity, quick and sound judgment and thrift have not only been the glue that has held together the Sperber marriage, but they also have allowed the couple to establish the William H. and Renate L. Sperber Undergraduate Scholarship fund at the University of Wisconsin Foundation.

"We never paid a cent in credit card interest," said William. "Our work ethic and common sense enabled us to save and invest wisely. We endowed this scholarship with the hope that it will make it easier for qualified but needy students to receive the best education." The endowment will be funded largely by a bequest from the Sperbers' estate. It is expected to support a minimum of eight full-tuition scholarships per year.

The Sperbers believe that perhaps one of their scholarship recipients may some day become a leader who will find the solution to one of the world's most critical problems. William, the grandson of German immigrants, was born in Door County, Wisconsin, in 1941. William always knew he wanted to be a scientist or a biologist from the time he was little. Raised by Lutheran farmers emerging from the Great Depression, he was fascinated by how grass grew and by how things worked. He went to UW-Madison with no financial support from his family. In 1959, when he entered school, he enrolled in the College of Engineering. At the end of that first year, he transferred to the College of Letters and Sciences, where he earned a bachelor's degree with majors in zoology and chemistry. He earned his master's and PhD degrees in the College of Agricultural and Life Sciences, which led to a successful career as a microbiologist.

He has held positions at Best Foods, Pillsbury and most recently at Cargill, from which he retired in 2006 as senior corporate microbiologist. Although retired, William works on several major writing projects as a part-time Cargill employee and as secretariat for a new global initiative, the Safe Supply of Affordable Food Everywhere, Inc.

Renate was born in 1938 in Breslau, Germany. Her extended, freethinking family became refugees after



losing everything in World War II. Having earned a business school degree in Sulingen, Germany, Renate emigrated to the United States in 1961. A successful office manager in Madison, she met William in 1963 at Rennebohm's Drug Stores, where they both worked part

time to earn extra money. "On our first date, February 19, 1963, we saw the movie 'West Side Story' at the Middleton Theater. We married on April 13, 1963, later adopting two infant children," said William.

After further education, Renate had a long career as a medical coder for a large hospital and clinic. In retirement she enjoys travel, gardening, reading and music.

"We've been thinking about establishing this scholarship for years," said William. "It has always been our dream to contribute to the University to sustain opportunities for the untold generations of deserving students that will follow us."

William and Renate Sperber help deserving students with the William H. and Renate L. Sperber Undergraduate Scholarship.

"It has always been our dream to contribute to the University to sustain opportunities for the untold generations of deserving students that will follow us."

Life is not meant to be perfect, life is meant to be lived

Two-time cancer survivor Elizabeth "Libby" Falck has not had a "normal" life.

Libby was 5 years old when she started feeling pain in her right leg, and she was diagnosed with Ewing sarcoma, a type of cancer that occurs primarily in the bone or soft tissue. She immediately underwent chemotherapy and radiation treatment, and had surgery to strengthen her leg. Life for this little girl from Neenah, Wisconsin, appeared to return to normal.

But seven years after her first remission, Libby felt the familiar bone pain again in her right leg. The cancer had returned. And this time around, the young teen spent nearly two years in a wheelchair.

Her first day of high school was a memorable one. Bald from chemotherapy and wheelchair-bound, Libby also had poison ivy, which her radiation-weakened skin contracted after she wheeled herself into the bushes to retrieve a ball she had thrown to her dog.

"I was just a mess," said Libby, 20, who can now look back



SUBMITTED PHOTO

Libby Falck, a junior majoring in communication arts and political science, is the 2007 recipient of the Bascom Hill Society Scholarship.

Undaunted by the unknown, Libby has rarely acted as a typical volunteer. As a two-time cancer survivor who practically grew up in a hospital between the ages of 5 and 14, she has a unique view of the world.

"One of the greatest ideas I took from my childhood was the need to repay society for all the love and effort it invested in me," she said.

and laugh about the experience. And though she now has a long scar on her right leg from many surgeries over the years, Libby considers herself lucky to be able to walk and function relatively normally.

Libby is the second recipient of the Bascom Hill Scholarship and a very deserving student. "The Bascom Hill Scholarship is an amazing honor that I didn't expect," said Libby. "It will allow me to graduate from the University with no debt."

In high school, Libby founded "Teens Tackling Cancer," a teen-run organization for young cancer patients and survivors. She's now studying media production at UW-Madison and is in the final stages of making a documentary to help young, newly diagnosed cancer patients navigate through emotional, unfamiliar territory. She hopes to distribute it to hospitals.

"People think being a teenager with cancer is such a horrible thing," Libby says. "But you just learn to take it one day at a time."

After completing a short documentary for a film class last spring, she made a totally random and unplanned change in her career path. She abandoned her dream of working in pediatric oncology in favor of film studies. That three-minute documentary was the beginning of a process of producing, directing, filming and editing a full-length feature for children with cancer. As a veteran cancer patient who had struggled for years to reach this population, "I had finally discovered my method of impact," said Libby.

Her parents are proud of Libby's accomplishments, and Libby says they have been completely supportive of whatever career she chooses. "They just want me to be happy."

At the end of August, Libby began a new adventure. Having never been out of the country, she traveled to Prague to study at the film school FAMU.

Undaunted by the unknown, Libby has rarely acted as a typical volunteer. As a two-time cancer survivor who practically grew up in a hospital between the ages of 5 and 14, she has a unique view of the world. "One of the greatest ideas I took from my childhood was the need to repay society for all the love and effort it invested in

me," she said. Nonetheless, at the age of 14 she never wanted to hear the word "cancer" again.

It was a few chance meetings that taught her she wasn't alone in her experience and her outlook was forever changed. She founded Teens Tackling Cancer, Inc. to build a community for young survivors. Throughout high school she spent an hour every day making calls and learning, slowly, what it means to be president of a small nonprofit.

Four years later the process continues. These lessons have ranged from simple logistics, finances and legalities, to organizing people and coping with the deaths of friends. "From TTC I've taken persistence, ingenuity, dedication, flexibility and integrity," she said. But after a life dominated by cancer, her current project will be her last investment in the organization.

Looking forward to her future, Libby remarks, "Fifteen years is too long for any person to dwell on disease, and the time for me to move forward draws near."

*Save these dates
for Bascom Hill Society
activities in
the months ahead.*

WISCONSIN WEEKEND AWAY

March 7 - 9, 2008
Amelia Island Plantation,
Florida

BHS SHOWCASE LUNCHEONS:

Tuesday, November 6, 2007
Professor Jeremi Suri
"Henry Kissinger: Global
Villain or Strategic Genius?"
Memorial Union

Tuesday, December 11, 2007
Beverly Taylor and the
University Choir
Memorial Union-Tripp
Commons

Tuesday, February 12, 2008
Pyle Center

Tuesday, March 11, 2008
Pyle Center

Tuesday, June 17, 2008
Arboretum

Tuesday, July 22, 2008
Arboretum

Tuesday, November 18, 2008
Memorial Union

Tuesday, December 16, 2008
Memorial Union

BHS FALL EVENT 2008
October 10 & 11, 2008

Designed to take the University of Wisconsin-Madison's excellence on the road,

the 13th annual Wisconsin Weekend Away will bring the classroom and faculty from Bascom Hill to the Amelia Island Plantation in Amelia Island, Florida.

The 2008 program, scheduled for March 7-9, offers dynamic sessions featuring speakers from throughout the University.

Three outstanding UW-Madison professors will serve as faculty for the weekend. Patricia Flatley Brennan, the Lillian L. Moehlman Bascom Professor in the School of Nursing and College of Engineering, will explore how we manage health-care information to provide tailored home-care support. With the national election just months away, Kenneth M Goldstein, professor of political science and director of the Wisconsin Advertising Project, will examine the many factors that can determine the outcome of an election. Clive Svendsen, co-director of the UW-Madison Stem Cell and Regenerative Medicine Center, will discuss how the research he and his team are conducting holds great promise for biomedical science and our ability to treat debilitating disease, discover new medicines and uncover the fundamental processes that lead to disease.

Chancellor John Wiley also will join us for the weekend to present an update on the latest happenings at the University.

Hosted by the Bascom Hill Society, Wisconsin Weekend Away also will feature free time to enjoy the sun and warm weather as well as the natural beauty of the island, which is nestled between the salt marshes of the Intracoastal waterway and the Atlantic Ocean.

Wisconsin Weekend Away Faculty

Patricia Flatley Brennan, RN, PhD, the Lillian L. Moehlman Bascom Professor, School of Nursing and College of Engineering, is currently chair of the Department of Industrial and Systems Engineering in the College of Engineering. She will show how to find a vast array of health information and useful resources to improve one's health in her first session, "SMART Patient: How the Internet Can Make You Healthy." Learn how to find what you need, how to sort through the amazing



BOB RASHID PHOTOS

*Join Ken Goldstein, far left,
Patricia Flatley Brennan
and Clive Svendsen for
Wisconsin Weekend Away.*

amount of detail and how to get the most value from the Internet. She will explain how to determine whether the health information found on the World Wide Web is accurate and useful. She also will point out indicators of high-quality information.

In her session "The 'Cell Phone That Reads Your Mind' and the 'Dinner Plate that Knows What's on It': Technology in Support of Personal Health," Professor Brennan will explain how technology is changing health care. Commercial electronics are playing a big role in helping lay people manage their health. In Project Health-Design, nine teams from throughout the country are engaged in collaborative design strategies to build a bold vision of the way commercial electronics may assist in achieving high-level wellness and in managing complex health-care problems. She will look at new and emerging uses of familiar technologies, and at some novel ways that GPS, cellular and RFID technologies aid in improving our health.

Kenneth M. Goldstein, professor of political science, received his PhD from the University of Michigan. He combines his academic training with an ear for real politics and an impressive set of political contacts and experience.

His session will explore the funda-

mental factors that drive presidential elections in the United States and will look at how the 2008 presidential election is shaping up. In "Road to the White House," Professor Goldstein will examine the factors that determine individual vote choice and collective election outcomes—not just party identification and incumbent performance, but also the nature of the candidates' campaigns, their issue positions and voters' assessments of them as individuals, as well as the rules that structure and finance campaigns and elections.

More than 3 million political ads were televised leading up to the elections of 2004. More than \$800 million was spent on TV ads in the race for the White House alone, and presidential candidates, along with their party and interest group allies, broadcast more than a million ads, which is about twice the number aired before the 2000 elections. What were the consequences of this barrage of advertising? Were viewers turned off by political advertising to the extent that it dissuaded them from voting, as some critics suggest? Did they feel more connected to political issues and the political system or were they alienated? These are some of the questions that will be addressed in "Campaign Advertising and American Democracy."

Clive Svendsen, professor of neurology and anatomy, is director of the NIH funded Stem Cell Training Program and co-director of the Wisconsin Stem Cell and Regenerative Medicine Center. He received his bachelor's degree in 1981 from the University of London and his PhD in 1992 from Cambridge University. Since 1995, with the first successful culturing of embryonic stem cells, the UW-Madison has been a leader in the fields of stem cell research and regenerative medicine. Svendsen will discuss the latest findings in the field of stem cell research, the ethics involved and how the University has become a world leader in this cutting-edge science.

He will highlight how stem cell research is moving from the laboratory into the clinic to treat disease in his presentations "Stem Cells and the New Regenerative Medicine for Patients: Hype or Hope?" and "Ethical Issues Involved with Using Stem Cells for Human Diseases."

Svendsen is internationally known for his work in neural stem cell biology. His research goals include using animal models of neurodegenerative diseases such as Parkinson's disease to assess the possible clinical use of human neural stem cells to cure these diseases.



Their futures are a little brighter

Thanks to you, *Create the Future: The Wisconsin Campaign* was a record-setting success and the future is ever brighter for these prospective Badgers. The conversations inspired by the campaign will continue, as will the challenge and joy of helping this great university evolve into an extraordinary one. These conversations will undoubtedly lead to new opportunities for the University of Wisconsin-Madison to shape and to lead the century of discovery.

Thanks to you, the future is in good hands.

For further information,
please call 608-263-4545 or e-mail
uwf@uwfoundation.wisc.edu.



www.uwfoundation.wisc.edu

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